

Message Text

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PAGE 01 BOGOTA 03666 122112Z

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INFO AMCONSUL CALI

AMCONSUL MEDELLIN

UNCLAS BOGOTA 3666

E.O. 11652: N/A

TAGS: BEXP, CO

SUBJECT: COUNTRY COMMERCIAL PROGRAM: REVIEW OF THIRD QUARTER
OF FY-1976

REF: BOGOTA 0433

1. IMPLEMENTATION OF FY-1976 CCP CONTINUED ON SCHEDULE WITH MINOR MODIFICATIONS. MAJOR CONSTRAINTS DURING THE THIRD QUARTER WERE CONTINUED ABSENCE OF A COMMERCIAL ATTACHE DURING THE ENTIRE QUARTER, AN UNUSUALLY HIGH NUMBER OF OFFICIAL VISITORS (APPROX. 42 E/C SECTION MAN-DAYS), ADDITION OF A POLLUTION CONTROL TRADE MISSION, AND ADDITION OF PREPARATIONS FOR A METALWORKING EQUIPMENT CATALOG SHOW. THESE LED TO DELAYS IN SUBMISSION OF MARKET RESEARCH ON HEALTH CARE INDUSTRIES AND IN COMPLETION OF VISITS TO TEN MAJOR ASSOCIATIONS (CAMPAIGN 4). ALL OTHER PLANNED CAMPAIGN ACTIONS WERE ACCOMPLISHED.

2. HIGHLIGHTS OF PERIOD WERE AS FOLLOWS:

A) PREPARATIONS FOR THE U.S. PAVILION AT THE JULY BOGOTA INTERNATIONAL FAIR CONTINUED AHEAD OF SCHEDULE, WITH 78 EXHIBITORS RECRUITED AS OF MARCH 31 (CCP SCHEDULE CALLED FOR 61), TOTALLING 1850 NET SQUARE METERS OUT OF TOTAL OF 2400.

B) MARCH POLLUTION EQUIPMENT TRADE MISSION, A RECENT ADDITION TO CCP, WAS MOST SUCCESSFUL TRADE MISSION IN POST'S MEMORY ,WITH UNPRECEDENTED SUCCESS
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PAGE 02 BOGOTA 03666 122112Z

IN TERMS OF APPOINTMENTS (OVER 200), DIRECT AND

PROJECTED SALES, AND PUBLIC AND MEDIA INTEREST GENERATED. USIS ASSISTANCE RESULTED IN EXCEPTIONAL PRESS AND RADIO-TV COVERAGE.

C) EMBASSY RECRUITED AND ESCORTED A FBG TO NATIONAL AUTOMOVITE SERVICES SHOW, PUBLICIZED SEVEN OTHER U.S. TRADE SHOWS, AND BEGAN RECRUITMENT FOR FOURTH-QUARTER FBG'S TO ELECTRO-76 AND TO INTERNATIONAL PETROLEUM EXPO.

D) E/C CONSELOR GAVE A COMMERCIAL SERVICES SEMINAR AT BINATIONAL CENTER IN CARTAGENA, AND THE FEBRUARY AMBASSADOR'S BUSINESS LIAISON MEETING WAS HELD IN BARRANQUILLA.

E) POST SENT TWO (CCP CALLED FOR ONE) IV'S TO U.S. FROM THE ENERGY SECTOR.

F) MARKET ANALYSIS UNIT BEGAN EXTENDED DESK STUDY OF MARKET FOR HEALTH CARE EQUIPMENT.

3. MODIFICATIONS IN CCP:

A) SUBMISSION OF HEALTH CARE EQUIPMENT MARKET STUDY WAS DELAYED BY UNANTICIPATED SECTORAL COMPLEXITIES ENCOUNTERED DURING THE RESEARCH, AND BY THE CCP CONSTRAINTS LISTED IN PARAGRAPH ONE WHICH NECESSITATED THE HEAVY RELIANCE ON ONE MARKET ANALYSIS AS A PARTTIME ASSISTANT TO THE FSO CHARGED WITH ORGANIZING THE U.S. PAVILION. THIS STUDY WILL BE SUBMITTED IN APRIL

B) EMBASSY HAS STILL NOT RECEIVED CONFIRMATION OF REQUIREMENT FOR BUILDING MATERIALS AND EQUIPMENT GMR SCHEDULED FOR FOURTH QUARTER. IF POSTPONED OR CANCELLED THIS WILL BE REPLACED BY POST- INITIATED

DESK STUDY ON LABORATORY INSTRUMENTATION OR ON ELECTRONIC PRODUCTION AND TEST EQUIPMENT. DUE TO ELIMINATION OF ONE MARKET ANALYSIS POSITION LAST AUGUST ONLY ONE OF THESE DESK STUDIES WILL BE DONE. THE DESK STUDY ON COMMUNICATIONS EQUIPMENT ORIGINALLY SCHEDULED FOR FOURTH QUARTER HAS BEEN CANCELLED DUE TO GMR ON COMMUNICATIONS EQUIPMENT DONE DURING SECOND QUARTER.

C) DEPENDING ON ARRIVAL DATE OF NEW COMMERCIAL ATTACHE, COMPLETION OF VISITS TO TEN MAJOR ASSOCIATIONS TO PUBLICIZE EMBASSY COMMERCIAL SERVICES MAY BE UNCLASSIFIED

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PAGE 03 BOGOTA 03666 122112Z

DELAYED TILL FIFTH QUARTER. AS A MINIMUM ALL SUCH ASSOCIATION WILL RECEIVE PUBLICITY ON THE U.S. PAVILION DURING THE FOURTH QUARTER.

D) EMBASSY ANTICIPATES NO OTHER MODIFICATIONS TO ORIGINAL FY-1976 CCP FOR FOURTH QUARTER. VAKY

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